

High Density in Norman
Session 3

“Height”
July 9, 2012

❖ Dark Blue Table

Question 1

Relationship to surroundings

Context

Heterogeneous exterior

2 + stories is OK

Architecturally interesting (style)

Location of parking

Parking incorporated in building (hidden)

Adequate parking spaces

Scale vs landscape

Scale with other buildings

Question 2

Adds livability

Yes (ex: Devon)

Not in Norman

If building is in right place

Height by itself adds interest

Need variety in neighborhoods

Needs gradual increase in height of buildings

Maintenance of buildings must be considered

Question 3

Parks, landscaping, trees

University

Downtown is vibrant

Retirement opportunities/services/livability

Campus Corner + Downtown

Festivals, art (fun place to live)

Diversity in housing/neighborhoods

OU does not control/over power Norman

Citizens utilize (engage) parks/festivals

Architecture – diversity

Location, proximity to metro area

Locally-owned businesses

Neighborhood schools

Low crime/community policing

❖ **Dark Blue Table (cont)**

Question 4

Availability of services to residents
Housing variety for diverse population
Less driving, more walking
Affordability
Local-owned small business
Retirement/
Senior housing
Variety of businesses in mixed use
Location, location, location
Public services

❖ **Pink Table**

Question 1

Setbacks
Architecture
Variety of styles and uses
Context
2 story height difference
Economics
Tall building in historic district is bad
Landscaping
Street type and use (2 lane vs arterial)
Lack of privacy
Lack of feeling of security

Question 2

Yes
In certain areas it might
Detract in near residential areas

Mixed Use

Question 1

OU
Campus Corner
The arts
Stadium

❖ **Pink Table (cont)**

Historic buildings – Sooner Theater
Viable downtown
RR through town
Trees
Pride in unique areas
Norman does not try to copy other places
Distinct neighborhoods

Question 2

Yes in downtown
In commercial areas, not residential
Want the option – use permissible on review
Need design constraints, but not too limiting

❖ **White Table**

Height in context with the surrounding property
Four sided interest
Height is a good thing
Impact on surrounding property views, privacy, sunlight, noise
Side lots preferable
Relationship between increased height and increased parking requirements
Façade and volume variety not a monolithic wall
Spacing of buildings
Composition of walls-glass, masonry – etc
Appropriate amount of parking – more than 1 per bedroom

Unique and Mixed Use

Mixed use – parking issues
Type of retail
Is mixed use part of the package that Norman needs to get the walkability?
Mix of family and students in core Norman
Don't have a problem with mixed use
Make sure that structure fits in with neighborhood
Primary market is student housing which prefers location adjacent to
University – upsets the neighborhood balance of student/family
Services (mixed use) should be appropriate to location

❖ **Salmon Table**

Variation of heights can work in different locations

Differentiation – materials, design, heights

Context matters

Design details matter

Cities grow and develop taller buildings result

View (point of view) of building is critical

Sidewalk canopies shields views and provides amenity

Transitions to neighbors should not be intrusive

Backs of buildings must not ignore the neighborhoods

Design should minimize intrusiveness

Context – sensitive – pedestrian environment not as intrusive as neighborhood settings

Intrusiveness could be measured by protests

Should be different areas that can allow more intensive/taller development

Question 2

Add interest to community?

Height is not inherent to beauty (not a lone variable)

Differing heights is interesting

Tall is efficient land use

Yes/no

Tall buildings where it makes sense

Tall buildings can allow mixed land use which creates vibrant places for people

University

Trees

Small city with big city features or amenities

Campus, Campus Corner and Main Street are distinctive

Boyd and University intersection

Tree canopy on Lindsey

Porter – Porter and Main Street

Again – context – sensitive design and scale and height

Walkability

“Distinctiveness”

We’ve grown but we’ve maintained small city attributes

24 hours eyes on the street

❖ Salmon Table (cont)

Need to be a forward-thinking community; no one trying to eliminate small city appeal

They wouldn't propose high density if they didn't believe the demand was there
"Density support distinctiveness"

Existing mixed use buildings are distinctive (Victorias)

Tree canopy important to maintain/grow distinctive identity

Mixed use can create "new" distinctiveness in Norman

Combining activities in people's lives into a compact space is efficient and highly desirable

Entertainment dollars (from young folks) often leaves Norman where you gonna house the folks?

Some folks worried increased density will become tsunami

Differentiate between "can't drive" vs "don't have to"

People may be willing to pay more for rent if they didn't have to drive

Campus Corner developed as a district because OU students weren't allowed to have cars

Keeping intensity down – increases numbers but still allows us to retain small city attributes

Don't want an apartment glut

12th/Lindsey:

Not walkable

A "near miss"

❖ Yellow Table

Question 1

Attractive

Stepped

Compatibility

Open space

Shade

Balconies

Lighting

Texture

Dynamic & Multi-faceted

Cherokee gothic

Height does not determine attractiveness

Articulation of entrances

Unattractive

Hiland Dairy's prison like appearance

Lack of setback

No articulation

Shadow

Monochrome

Cookie cutter

❖ **Yellow Table (cont)**

Bigger setback

Question 2

Magnetism toward business districts

Yes – 4

No – 4

Relative to location

Mixed Use Q 1

Campus

Downtown Main Street

Hiland Dairy (front yes;rear no)

Art deco buildings on Porter

Historic neighborhoods

Diversity of architecture

Residential

Commercial

Art district

Rhythm of streets, sidewalks, trees, diversity of people (incomes, ages, occupations, family types)

Students give vibrancy to town

Parks bike paths

Bike friendly

Mixed Use Q 2

Locally owned

More opportunity for small businesses

Reduce dependency on big box strip malls

Diversity of businesses

Increased retail access encourages

Reinvestment, thus preservation of adjacent neighborhoods

Specialized shopping opportunities

Prevention of urban sprawl

Bike friendly and walkable

Discouraging traffic

Encourage mass transit

❖ Tan Table

Height

- 1) Detail, variety, scale = Distinction
Architectural diversity
Walkability creates attractive (Florence Italy)
Relationship to the street
Mixed Use
- 2) Unattractive
No architectural diversity, all one color
Buildings too tall in relation to street – height must be directly related to width of street – (more narrow street 3 story)

2. Taller

Depends on complexion of city
View (Energy Center, Dale Tower)
Street location – Narrow sidewalks

+/- (taller/more residents = more community content)

High density makes sense close to OU but not comfortable within infill height

Mixed Use or Not

1)

How distinctive = University (visually)

Kept what already in place – history, architecturally

Historical districts/Neighborhoods

Depot and Sooner Theater

Trees

Residential areas around University have maintained value

Main Street

Great family community

2)

Mixed Use Support Distinctiveness?

High quality housing provided in mixed use (no children/empty nesters)

Connecting downtown to Campus Corner

Could support downtown area

Concern: 1st preserve older/historic homes

❖ Green Table

Question 1

Compatible with surrounding area
Consideration of privacy of neighborhoods
Blockage of sunlight for landscaping/garden
Must have attractive architecture (sculptural qualities)
Not overly “modern” architecture
Utilization of set backs
Articulation within design
Beneficial for higher rent for developers due to attractive design
Must in area with mix of owners and renters
Balancing height/privacy versus opportunities higher building afford (interesting views)

Question 2

Create height that “opens up” public areas
Public areas within building (interior areas)
Creativity in public space
Zoning to restrict building areas
City pays attention to details on requirements
“Step down” of height areas
Appropriate policy that speaks to infill high density vs corridor high density
Adequate set backs from street for landscaping, green public areas, open space
Adequate site set backs for neighbors
Not next to residential house
Height can provide economic generation that will allow for more architecture and public spaces

Question 1 – Topic 2 – Mixed Use

Room to spread out
Interesting areas (UNP, Ed Noble, Campus Corner)
Different elements of place (unique neighborhoods)
Character of older homes
Not focused on one element
Combination of new areas, campus, retail, older homes
Opportunities for art, jobs
Older neighborhoods with student, faculty, staff, citizens living around each other
Mixed use can create diverse neighborhoods
Diverse population
Had mixed use buildings for years

❖ **Green Table (cont)**

Large size for Oklahoma (population)

Keeps “small town” feel for size

Question 2 – Topic 2

Creates a social scene for people

Must be well-planned to mix with neighborhood and enrich it

Local businesses in mixed use

Economics must work to have mixed use

Stores must serve residential needs

More service-related industries in mixed use areas

Create opportunities to bring people to neighborhoods. Businesses will follow.

Parking must be adequate for mixed use.

Higher density can lead to less auto traffic

Better access to public transportation

Reality of “workability” is doing things differently

Build something without parking (take a “leap of faith”)

❖ **Light Blue Table**

1. What makes height attractive/unattractive?’

Shading of surrounding areas – inability to grow grass, etc

Mature trees

Location – residential vs commercial areas

Unattractive in single family areas

Need to be compatible with surrounding areas, keeping with character of neighborhood

Needs buffers

Scale to the lot

Obtrusive in surroundings

Privacy concerns – look into back yards

Window glazing, step backs would help, interesting architecture is a plus

Inappropriate to integrate in existing neighborhoods

Higher buildings ok in UNP

Build higher buildings in NE Norman

Lose what makes Norman “Norman”

Put parking underneath so buildings wouldn’t be so high, or on roof

Prioritize high density projects/sequencing

Lower high density, not high high density

❖ **Light Blue Table (cont)**

Concerned with student housing, turn over, damage to properties
Rather have few tall buildings than lots of these projects, reduce sprawl, less impact
Green space commensurate to size of project
Wider streets for taller buildings

Question 2

Public art
Treed streets
University community
Suburban
Thriving art community
Campus Corner, OU plays
Historic Downtown
1/3 of jobs in non-profit industry
Public housing in new high density development
Unique neighborhoods
Water issues
Tornadoes/severe weather
Need street construction
Parking concerns/availability
Small town atmosphere/attitude with bigger city amenities
Mixed demographic throughout campus area
Diversity

#3

Distinction between high density as mixed use – not one and the same
All kinds of retail in mixed use properties
No grocery store in core area
Needs to be well thought out
More intense use of land – how does that get integrated into City of Norman?
More transit options
New option for Norman
Exacerbates existing parking problems
Need to be able to walk to array of amenities
What about guest parking? U-hauls, moving in and out
Impact OU existing traffic patterns
Accustomed to one stop shopping

❖ **Light Blue Table (cont)**

Student feel, use OU to come up with ideas

Opportunity for more uniqueness, new building materials

More units available, lots of apartments already

Encourage local businesses – allocate space

Study available housing market

Future job opportunities

Concern of build it and they will come mentality. Will possible cause other dilapidated buildings.